



Advertise in our 2026 Visitors Guide to MetroWest

Reach thousands of visitors from New England and beyond by promoting your business in the 2026 MetroWest Visitors Guide! This beautifully designed print and digital publication showcases the best of MetroWest Boston, featuring stunning photography, curated itineraries, and engaging editorial content. With limited ad space, your organization will stand out to tourists, event planners, and locals looking for things to do!



Print run: 60,000 copies of our 64+ page guide.

Distribution: Visitor information booths and kiosks throughout MA, RI, CT, ME, NY, NJ and PA, plus bonus distribution to domestic and international tour operators, meeting and event planners, area corporations, and online via our website.

Ad deadlines: Contracts are due no later than March 1, 2026. Artwork is due no later than March 15, 2026. Ads are sold on a first-come basis. Space is not held until contracts are submitted.

Itinerary and Content Article Sponsorship

Put your brand in the spotlight by sponsoring an itinerary or content article in our Guide!

Your logo and a direct link to your website will appear on the itinerary/article you choose, connecting you with readers who share your interests.

Choose content that aligns with your business, but don't wait—each spread is limited to just one sponsor!



NEW!! Hub & Spoke Itinerary Stops



Not in the region but want to promote your attraction to MetroWest visitors? Consider purchasing an itinerary stop spot on one of our Hub & Spoke tours. These seasonal tours include interesting attractions around the state that are easily accessible from MetroWest. We have 8 spots available in each season for non-MetroWest based organizations, so secure your spot now! And at only \$250/spot, that's a bargain for the tens of thousands of visitors who will learn about you!

Don't miss this exclusive opportunity to put your business in front of thousands of engaged visitors and locals!

Display Ad Sizes

FULL PAGE

Non-bleed:
Finished Size: 8 x 10.5"

Full Bleed:
Bleed: 8.625 x 11.125"
Trim area: 8.375 x 10.875"
Safe area: 8 x 10.5"

HALF PAGE

Non-bleed:
Finished Size: 8 x 5.125"
(horizontal only)

QUARTER PAGE

Non-bleed:
Finished Size: 3.875"w x 5.125"h (vertical only)

File types: PDF or JPEG files only with CMYK color. Please embed fonts. No transparency (flatten before submitting).

Images: 300 dpi

Borders: We will add borders to half page and full page non-bleed ads.



Ad Rates

Ad Size	Member Rates	Non-Member Rates
Full page, Back Cover	\$5,900 SOLD	\$6,700 SOLD
Full page, Premium (inside back cover, inside front cover is sold)	\$5,400	\$6,200
Full page, Standard	\$4,800	\$5,600
Half page	\$2,575	\$3,075
Quarter page	\$1,550	\$2,050
Itinerary or Content Article Sponsorship	\$1,050	\$1,550
Hub & Spoke Itinerary Stop		\$250

Rates are based on camera-ready artwork. Ad design is available for \$500 per ad.

To reserve your space, please contact Stacey David at sdavid@metrowestvisitors.org or fill out the contract at www.metrowestvisitors.org/ads